

46894/FLC/W391

METHOD AND APPARATUS FOR INTERACTIVE ADVERTISING USING USER
RESPONSES

ABSTRACT OF THE DISCLOSURE

A method and system for incentive based advertisement. Advertising viewers register with an advertising server. The advertising server collects viewer profile data from the advertising viewers. Advertisers describe to the advertising server a profile of an ideal advertising viewer and link advertising content to the profile. A viewer logs on to the system and receives advertising content selected to fit the viewer's profile. The viewer watches the advertising and receives an incentive in the form of an entry into a sweepstakes.

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